

Business Management Curriculum & Learning Objectives



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BUSINESS MANAGEMENT CURRICULUM & LEARNING

OBJECTIVES

EFFECTIVE APRIL 1, 1996

THE STUDENT WILL BE ABLE TO:

Business Planning **(3 hours)**

Learning Level

- Describe how a “business purpose” is determined B-2
- Describe how a “service” business differs from other types of business B-2
- Identify various affiliated service providers and describe how they support a service business B-2
- Describe and compare the following methods of business operation; centralized vs. franchising, single vs. multi-site operation B-3
- Describe how to create a market analysis for a service business B-2
- Develop a market strategy plan for a service business B-3
- Analyze and evaluate needed support services B-2

Business Ethics **(2 hours)**

- Discuss the need for ethical practices when operating a service business (real estate) B-2
- Identify five (5) standards of practice that relate to “ethical” business practice B-2
- Compare and contrast how varying degrees of adherence to these five (5) ethical standards can affect a business B-3

Elements and Organization of a Service Business **(3 hours)**

- Identify the requirements to license a Washington business B-2
- Describe and compare the types of business organizations permitted to conduct business in Washington B-3
- Identify and describe the licensing requirements and fees for new licensees, transferring licensees, license activation , change of broker, and change of address B-2

Financing a Service Business (3 hours)

- Identify guidelines and procedures in establishing banking arrangements B-2
- Describe various methods of financing start-up costs and operating costs for a service business B-2
- Describe the process of opening lines of credit for a service business B-2
- Demonstrate how to calculate profit and loss projections B-3
- Define and determine capital projections B-2
- Describe the following forms of taxes that impact a service business; B & O, unemployment compensation, workmen's compensation, federal withholding B-2
- Evaluate lease vs. purchase options regarding technology equipment, buildings, and furnishings B-2
- Explain the purpose of a maintenance schedule, including upgrades B-2

Site Selection (2 hours)

- Describe site option factors relating to selecting a business location B-2
- Identify growth pattern characteristics influencing site selection B-2
- Describe how to assess future site needs during expanding and contracting market periods B-2

Office Design (2 hours)

- Describe and compare two physical layout alternatives for a service business B-3
- Describe factors in addition to cost that influence physical size needs of an office B-2
- Discuss how decor and furnishings can affect a company profile and image B-2
- Identify and describe technology and communication equipment that maximize efficiency B-2

Fiscal Management (3 hours)

- Describe the process of establishing a business operating account and identify necessary bookkeeping procedures B-2
- Demonstrate an ability to read and evaluate a financial statement B-2
- Describe various methods of monitoring budget expenditures, income and return on investment B-2

Office Management (3 hours)

- Describe how to evaluate staffing and compensation needs B-2
- Write a job description for a support staff employee B-3
- Identify and describe two methods of organizing business files and records B-2
- Describe a system that manages business information and paper flow B-2
- Discuss the importance of delegation B-2
- Identify and prioritize a list of ten (10) management tasks B-2

Information Technology (3 hours)

- Describe methods of determining telecommunication and personal computer systems needs B-2
- Describe and compare use of purchased software vs. in-house systems B-3
- Explain the value of networking alternatives including Internet B-2
- Identify multiple listing service resources that maximize information sharing B-2

Marketing (3 hours)

- Identify and describe the value of market research data B-2
- Identify the elements and describe the benefits of developing a “comprehensive” public relations campaign B-2
- Describe and compare two marketing strategies for promoting company services B-2

Managed Growth and Strategic Planning (3 hours)

- Describe the importance of consistently monitoring and evaluating market trends B-2
- Explain how to identify target niches and describe their benefit to the company marketing strategy B-2
- Discuss growth opportunities through expansion of services or acquiring affiliated businesses B-2